

THERE IS CLAIMED:

1. A method for a transmission system to transmit multimedia contents to a plurality of mobile terminals via a radiocommunication network, said transmission system comprising a first server adapted to provide a point-to-point content transmission service, which method includes the following steps:
 - a first step of said first server transmitting an identifier specific to a content over a dedicated point-to-point transmission channel to all terminals registered with said first server as interested in said content,
 - a second step of said first server transmitting to a second server adapted to provide a broadcast content transmission service a request to broadcast a message including said content in its entirety and its identifier, and
 - a third step of said second server broadcasting said message over a broadcast channel.
2. A transmission method according to claim 1, wherein, in said first step, said identifier is accompanied by a value corresponding to a waiting time prior to reception of said content by said terminals and if said waiting time passes without said terminals receiving said content downloading of said content by said first server via said dedicated point-to-point transmission channel is requested.
3. A transmission method according to claim 1 or claim 2, wherein said broadcast request conforms to the MMS standard and includes an identifier and said content.
4. A method of reception of multimedia content by a mobile terminal adapted to communicate via a radiocommunication network with a point-to-point content transmission server, said method including the following steps:
 - a first step of receiving an identifier specific to one or more contents over a dedicated point-to-point transmission channel, and
 - a second step of receiving a message including said content or contents and said identifier over a broadcast channel.
5. A reception method according to claim 4 wherein:
 - said terminal also receives a decryption key during said first step, and
 - said terminal utilizes said decryption key to decrypt said content

during said second step.